

## A CONTENT PERSONALIZATION SYSTEM FOR MOBILE USERS

**ABSTRACT:** A broadcast receiver (10) containing an embedded computer (26) receives digital content such as news, sports, weather and stocks. The broadcast receiver personalizes, i.e. filters and processes, the content received according to the user-chosen configuration software (82) loaded from a removable storage device (80), such as a compact flash card. The broadcast receiver displays, announces or writes to the same removable storage device the desired content. Without needing any user interaction, this broadcast receiver is well suited for the mobile environment. An interactive computer (70), as instructed by its user, writes the configurable software, including parameters, software and firmware updates to the removable storage device. The interactive computer optionally downloads the configurable software, for example, the personal stock portfolio of its user, from Internet.